

### AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

#### Listing of Claims:

1-17 (Canceled)

18. (Currently Amended) A method for selecting and presenting information to a user through an affinity based interface with one or more interactive interface characters, the method comprising:

providing a plurality of interface characters that are displayed to a viewer and that are each emblematic of a corresponding affinity based categorization, the interface characters comprising interactive interface characters associated with presentation characteristics for interacting with the viewer and for engaging in dialog with the viewer;

receiving input corresponding to a viewer selection of an interface character from the plurality of displayed interface characters;

identifying content from a plurality of content sources;

scanning and filtering the identified content to generate filtered content according to affinity based characteristics that are associated with the selected interface character; and

using the interface character to presenting the filtered content to the viewer ~~with the interface character.~~

19. (Previously Presented) A method as recited in claim 18, wherein the interface character has a unique presentation style.

20. (Currently Amended) A method as recited in claim 19, wherein the presentation style of the interface character ~~persona~~ corresponds to a unique style of speech.

21. (Currently Amended) A method as recited in claim 18, wherein the interface character ~~persona~~ comprises selectable and distinct features that, when selected, initiate an interactive dialog between the interface character and the interface for presenting dialog to a viewer.

22. (Previously Presented) A method as recited in claim 21, wherein the dialog presented to the viewer corresponds specifically to content displayed to the viewer.

23. (Previously Presented) A method as recited in claim 21, wherein the dialog presented to the viewer corresponds specifically to questions asked by the viewer to the interface character.

24. (Previously Presented) A method as recited in claim 21, wherein the identified content is filtered at least in part according to interactions between the interface character and the viewer, and wherein the interactions include dialogs communicated between the viewer and the interface character.

25. (Previously Presented) A method as recited in claim 18, wherein the dialog presented to the viewer includes a combination of pre-scripted and live chat dialog.

26. (Previously Presented) A method as recited in claim 18, wherein the interface character is displayed simultaneously along with a display of the filtered content to the viewer.

27. (Previously Presented) A method as recited in claim 18, wherein the identified content includes at least one of broadcast content or Internet content.

28. (Previously Presented) A method as recited in claim 18, further comprising:  
providing notifications to the viewer through the interface character.

29. (Currently Amended) A computer program product comprising one or more computer-readable storage media storing computer-executable software instructions which, when executed by a computing processor, implement~~for implementing~~ the method recited in claim 18.

30. (Currently Amended) A method for selecting and presenting information to a user through an affinity based interface, the method comprising:

providing a plurality of interface character personas that are displayed to a viewer, wherein each of the interface character personas is associated with a respective domain of preselected broadcast content;

receiving input corresponding to a viewer selection of an interface character persona from the plurality of displayed interface character personas; and

presenting the broadcast content associated with the selected interface character persona to the viewer, wherein the selected interface character persona comprises an interactive character persona that is associated with a chat mechanism that enables the interactive character persona to participate in an interactive chat dialog with the viewer.

31. (Currently Amended) A computer program product comprising one or more computer-readable storage media storing computer-executable software instructions which, when executed by a computing processor, implement~~for implementing~~ the method recited in claim 30.

32. (New) A method as recited in claim 25, wherein the chat dialog is contextually related to the identified content.